

TASK FOR A RESEARCH PROPOSAL

as part of the admission process for the Master's study program "Management" at
Karlshochschule International University

The Why: Academic Writing

Besides practical implications and projects, the Master's program in Management at Karlshochschule sets a strong focus on solid scientific research and academic writing. With that in mind, three things are of special and equal importance to us:

- a profound orientation on scientific working standards,
- a critical and reflective choice of research topic, and
- a clear understanding, structure and methodology.

With the following task we want to get a clearer picture of where you stand in relation to scientific research, academic writing and the notions mentioned above. That is, on the one hand, to assess whether you are going to be capable of fulfilling the standards the program requires, as well as to see on the other hand where your strengths and weaknesses are in this regard so we can support and assist you in your corresponding development as a member of our university.

The Task: Research Proposal

On a **maximum of three pages**, please kindly **propose a topic for a research paper** which, in your opinion, is **relevant to your fields of interest** (for example, your chosen areas of specialization) and the **Master's at the Karls** in general.

...

...Your proposal should contain the following parts:

1. **Title** of your proposed paper
2. Your **Research Question**
3. A brief description of your proposed **Method and Scope of Research**
4. A **max. 500-word Extended Abstract** in which you introduce your paper, incl. quotation
5. A list of **min. five references** (monographs, essays, etc.) relevant to your topic

Get inspired by the information given on the [Master's website](#) and the [module descriptions](#) to find a topic!

In order to give you a better understanding of what we are looking for please see the **example given** on the following pages. If you have any further questions about this task please feel free to get in touch with our [admissions team](#)!

We are looking forward to your exciting submission!

Example of a Research Proposal

My Research Proposal as part of the admission process for the Master's study program
"Management" at Karlsruhochschule International University

Title:

"The influence of the Translational Turn on Brand Communication"

Research Question:

"How does the Translational Turn influence brand communication and how can this development be furthered?"

Method and Scope of Research:

Netnography: Analysis and interpretation of online communication campaigns of three lifestyle brands on the German market over a period of two months.

Extended Abstract:

This proposed paper is setting about to investigate the influence of the Translational Turn on brand communication. Brand communication here stands as a discipline as well as a practice in management and organizational studies. The question in matter is whether the Translational Turn has had an impact on how brand communication is perceived, discussed and executed in theory and practice.

In consideration of the current status of research (e.g. Bassnett, 2012; Steyaert and Janssens, 1995), one finds a lack of explanations for the sense-making processes within communicating networks. Hence, the necessity for cultural translation and its analysis is justified by the need for stronger interlinkages and interactions in a multicultural society. However, this necessity does not only manifest in intercultural spheres but becomes just as apparent when we perceive and accept the media- and infrastructurally-empowered diversity of identities and experiences of modern human beings. Doris Bachmann-Medick also brings into play the unequal power distributions of cultural constellations that would alter the ways in which different entities shape and justify their *self* (Bachmann-Medick, 2017) – also and increasingly through consumption. With a culturally informed kind of translation, so the argumentation, we would reach a more interdisciplinary, methodological and *life world*-related level of comprehension (ibid.) of the ongoing, so far hidden, processes. This assumption can be related to Liebl's makes on brands, as their function would be to serve the worlds of their customers in order to create meaning and to make sense (Liebl, 2006).

The critical question is to what extent translation would actually work in empirical studies as a methodically applicable category with which to encounter singular translational steps and complex relationships – particularly in the field of brand communication. With the Translational Turn and brand communication originating and still being situated in different academic categories, we need to localize, historicize and explore the respective contexts in order to reach a level of *cross-categorical translation* (Chakrabarty, 2000). For this purpose, the author is going to use a netnographic methodology to analyze online communication campaigns of three lifestyle brands on the German market over a period of two months. The aim of this research is to gain a better understanding of the current state of theoretical and practical applications of the Translational Turn in the field of brand communication, and to, hence, be able to propose means to improve the ways in which brands (do, can or should) communicate with their audiences.

References:

Bachmann-Medick, D. (2017): *Cultural Turns: New Orientations In The Study Of Culture*. De Gruyter Textbook, Berlin.

Bassnett, S. (2012): *Translation studies at a cross-roads*. International Journal of Translation Studies. 2012, Vol. 24, Issue 1, p. 15-25.

Chakrabarty, D. (2000): *Provincializing Europe. Postcolonial thought and historical difference*. Princeton University Press, Princeton.

Liebl, F. (2006): *From branding goods to hacking brands. A beginner's guide to the brand universe*. In Heusser, H. and Imesch, K.: *Art & branding: Principles – interaction – perspectives*. Schweizerisches Inst. f. Kunstwiss., Zurich.

Steyaert, C. and Janssens, M. (1995): *Reconsidering translation and language in an international business context: beyond an instrumental approach*. Katholieke Universiteit Leuven, Working Paper 2376, Department Toegepaste Economische Wetenschappen.